

THE NEW SOCIAL MEDIA LANGUAGE - DO YOU SPEAK THE PERSONFESSIONAL BALANCE?



We acknowledge receipt of your Twitter correspondence, Sir...

Hey, take it easy! I just wanted to say you guys are doing a great job!



JUST BECAUSE YOU'RE ADDRESSING THE PUBLIC, DON'T SPEAK TO THEM LIKE YOU WOULD IN A LETTER. BE MORE PERSONABLE.

PERSONFESSIONAL

JUST BECAUSE IT'S ON SOCIAL MEDIA, YOU'RE STILL REPRESENTING YOUR BRAND - WOULD YOU BE COMFORTABLE IF YOUR COMMENT APPEARED BELOW? STAY PROFESSIONAL.



By @JayEff_ for @LincolnshireCC

